Competitive Media - Monthly
Database as of JUN 1995

NEW YORK - OOH SPENDING
SOS/SOM ANALYSIS --YTD 1995
JANUARY, 1995 - MAY, 1995

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	1,871,408	26.24%	34.18%	46.69%	56%
Tot Merit	403,800	5.66%	3.40%	4.64%	122%
Tot Parliament	**582,100**	**8.16%**	**4.45%**	**6.08%**	**134%**
Tot V Slims	349,120	4.89%	2.43%	3.32%	147%
Tot Camel	64,700	0.91%	2.09%	2.85%	32%
Tot Winston	615,270	8.63%	3.97%	5.42%	159%
Tot Kool	1,306,265	18.32%	4.02%	5.49%	334%
Tot Newport	1,926,342	27.01%	16.77%	22.91%	118%
Tot Carlton	13,200	0.19%	1.90%	2.60%	7%
	7,132,205	100.00%	73.21%	100.00%	

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004

Competitive Media - Monthly
Database as of JUN 1995

NEW YORK - OOH SPENDING
SOS/SOM ANALYSIS -- FULL YEAR 1994

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	6,730,509	31.09%	34.18%	44.53%	70%
Tot Merit	1,078,918	4.98%	3.40%	4.43%	113%
Tot Parliament	**1,267,958**	**5.86%**	**4.45%**	**5.80%**	**101%**
Tot V Slims	1,256,909	5.81%	2.43%	3.17%	183%
Tot Camel	709,999	3.28%	2.09%	2.72%	120%
Tot Doral	112,200	0.52%	2.09%	2.72%	19%
Tot Winston	312,712	1.44%	3.97%	5.17%	28%
Tot Kool	2,787,824	12.88%	4.02%	5.24%	246%
Tot Newport	5,282,068	24.40%	16.77%	21.85%	112%
Tot Carlton	360,384	1.66%	1.90%	2.48%	67%
Tot Basic	1,748,020	8.07%	1.46%	1.90%	425%
	21,647,501	100.00%	76.76%	100.00%	

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004

BOSTON - OOH SPENDING
SOS/SOM ANALYSIS -- YTD, 1995
JANUARY, 1995 - MAY, 1995

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	894,212	46.16%	33.44%	57.63%	80%
Tot Merit	189,013	9.76%	4.73%	8.15%	120%
Tot Parliament	**110,400**	**5.70%**	**2.25%**	**3.88%**	**147%**
Tot Camel	33,120	1.71%	3.42%	5.89%	29%
Tot Newport	431,270	22.26%	8.89%	15.32%	145%
Tot Carlton	121,440	6.27%	1.72%	2.96%	212%
Tot Basic	157,742	8.14%	3.58%	6.17%	132%
	1,937,197	100.00%	58.03%	100.00%	100%

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004

BOSTON - OOH SPENDING
SOS/SOM ANALYSIS -- FULL YEAR 1994

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	1,416,479	33.75%	33.44%	52.50%	64%
Tot Merit	225,543	5.37%	4.73%	7.43%	72%
Tot Parliament	**414,039**	**9.87%**	**2.25%**	**3.53%**	**279%**
Tot V Slims	73,171	1.74%	1.55%	2.43%	72%
Tot Camel	160,320	3.82%	3.42%	5.37%	71%
Tot GPC	318,540	7.59%	4.11%	6.45%	118%
Tot Newport	1,061,640	25.30%	8.89%	13.96%	181%
Tot Carlton	99,360	2.37%	1.72%	2.70%	88%
Tot Basic	427,423	10.19%	3.58%	5.62%	181%
	4,196,515	100.00%	63.69%	100.00%	100%

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004

PHILADELPHIA - OOH SPENDING
SOS/SOM ANALYSIS -- YTD 1995

JANUARY, 1995 - ~~MAY~~, 1995 June

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	625,605	26.00%	33.03%	49.89%	52%
Tot Merit	289,140	12.02%	3.32%	5.01%	240%
Tot Parliament	**303,950**	**12.63%**	**2.33%**	**3.52%**	**359%**
Tot Camel	50,400	2.09%	2.51%	3.79%	55%
Tot Winston	142,140	5.91%	4.89%	7.39%	80%
Tot Kool	520,461	21.63%	3.82%	5.77%	375%
Tot Newport	470,718	19.56%	15.00%	22.66%	86%
Tot Carlton	3,570	0.15%	1.31%	1.98%	7%
Tot Basic	0	0.00%	2.16%	3.26%	0%
	2,405,984	100.00%	66.21%	100.00%	

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004

PHILADELPHIA - OOH SPENDING
SOS/SOM ANALYSIS -- FULL YEAR 1994

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	1,244,334	20.00%	33.03%	45.99%	43%
Tot Merit	161,190	2.59%	3.32%	4.62%	56%
Tot Parliament	**771,475**	**12.40%**	**2.33%**	**3.24%**	**382%**
Tot V Slims	108,960	1.75%	2.34%	3.26%	54%
Tot Camel	395,368	6.36%	2.51%	3.49%	182%
Tot Doral	56,060	0.90%	2.51%	3.49%	26%
Tot Winston	220,560	3.55%	4.89%	6.81%	52%
Tot Kool	1,123,568	18.06%	3.82%	5.32%	340%
Tot Newport	1,721,079	27.67%	15.00%	20.89%	132%
Tot Carlton	243,930	3.92%	1.31%	1.82%	215%
Tot Misty	10,710	0.17%	0.76%	1.06%	16%
Tot Basic	163,854	2.63%	2.16%	3.01%	88%
	6,221,088	100.00%	71.82%	100.00%	

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004

MIAMI - OOH SPENDING
SOS/SOM ANALYSIS – YTD, 1995
JANUARY, 1995 - MAY, 1995

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	616,035	28.81%	33.05%	51.99%	55%
Tot Merit	0	0.00%	2.12%	3.33%	0%
Tot Parliament	**307,242**	**14.37%**	**1.18%**	**1.86%**	**774%**
Tot V Slims	82,200	3.84%	2.70%	4.25%	91%
Tot Doral	69,705	3.26%	6.20%	9.75%	33%
Tot Winston	183,150	8.57%	7.22%	11.36%	75%
Tot Kool	341,655	15.98%	3.25%	5.11%	313%
Tot Newport	386,445	18.07%	5.87%	9.23%	196%
Tot Basic	9,000	0.42%	1.98%	3.11%	14%
Tot GPC	142,650	6.67%	1.52%	2.39%	279%
	2,138,082	100.00%	63.57%	100.00%	

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004

MIAMI - OOH SPENDING
SOS/SOM ANALYSIS -- FULL YEAR 1994

	Out-of-Ho Expenditu ($Reporte Tot	% SOS	SOM	ADJUSTED SOM (only Adv. Brands)	SOS/SOM
Tot Marlboro	1,206,672	25.18%	33.05%	48.78%	52%
Tot Merit	196,908	4.11%	2.12%	3.13%	131%
Tot Parliament	**149,610**	**3.12%**	**1.18%**	**1.74%**	**179%**
Tot V Slims	214,044	4.47%	2.70%	3.98%	112%
Tot Camel	607,921	12.68%	2.51%	3.70%	342%
Tot Doral	389,931	8.14%	6.20%	9.15%	89%
Tot Winston	133,800	2.79%	7.22%	10.66%	26%
Tot Kool	598,638	12.49%	3.25%	4.80%	260%
Tot Newport	894,920	18.67%	5.87%	8.66%	216%
Tot Carlton	89,838	1.87%	1.68%	2.48%	76%
Tot Basic	310,599	6.48%	1.98%	2.92%	222%
	4,792,881	100.00%	67.76%	100.00%	

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Source: https://www.industrydocuments.ucsf.edu/docs/gpxn0004